Morshid -

The revolutionary agricultural application

Presentation of Morshid
and its main objective

- Help Moroccan farmers improve their productivity and adopt sustainable agricultural practices through a digital platform.

- Providing Personalized Agricultural Advice

- Organizing videoconferencing sessions with agricultural experts

- Analyzing photos and videos of crops

- Using farmers' local language

Providing Personalized Agricultural Advice

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USE OF ADVANCED TECHNOLOGIES SUCH AS NATURAL LANGUAGE PROCESSING (NLP) MULTIMODAL LARGE LANGUAGE MODEL (MLL)

FARMERS CAN ASK QUESTIONS USING THEIR VOICE

FACILITATES ACCESS TO INFORMATION FOR ILLITERATE OR LOW-LITERACY USERS

Organizing videoconferencing sessions with agricultural experts

- Farmers can connect via video conference with agriculture experts.

- Get personalized advice and recommendations.

- Video conferencing sessions can be recorded for later use.

Analyzing photos and videos of crops

- Farmers can analyze photos and videos of their crops.

- Get information on plant health, diseases, pests and nutrient requirements.

- Helps make informed decisions to optimize yields.

Using farmers' local language

- Farmers can use their local language, such as Darija (Tamazight is in RoadMap).

- Facilitates the understanding and adoption of the tool by farmers.
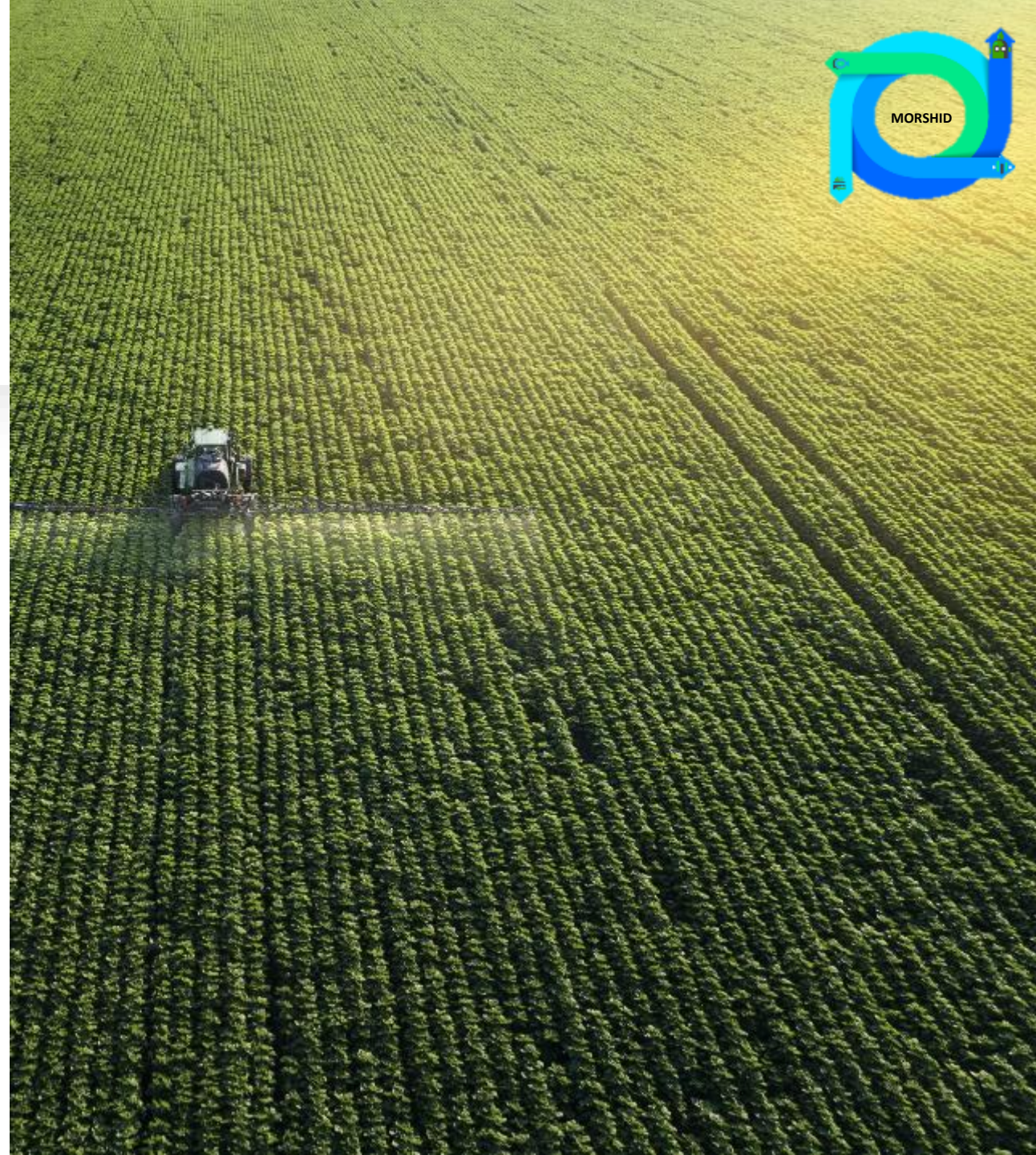
Issue

- Problems faced by Moroccan farmers, such as lack of access to accurate and up-to-date information on best agricultural practices, weather forecasts, market prices, etc. affect agricultural productivity and sustainability.

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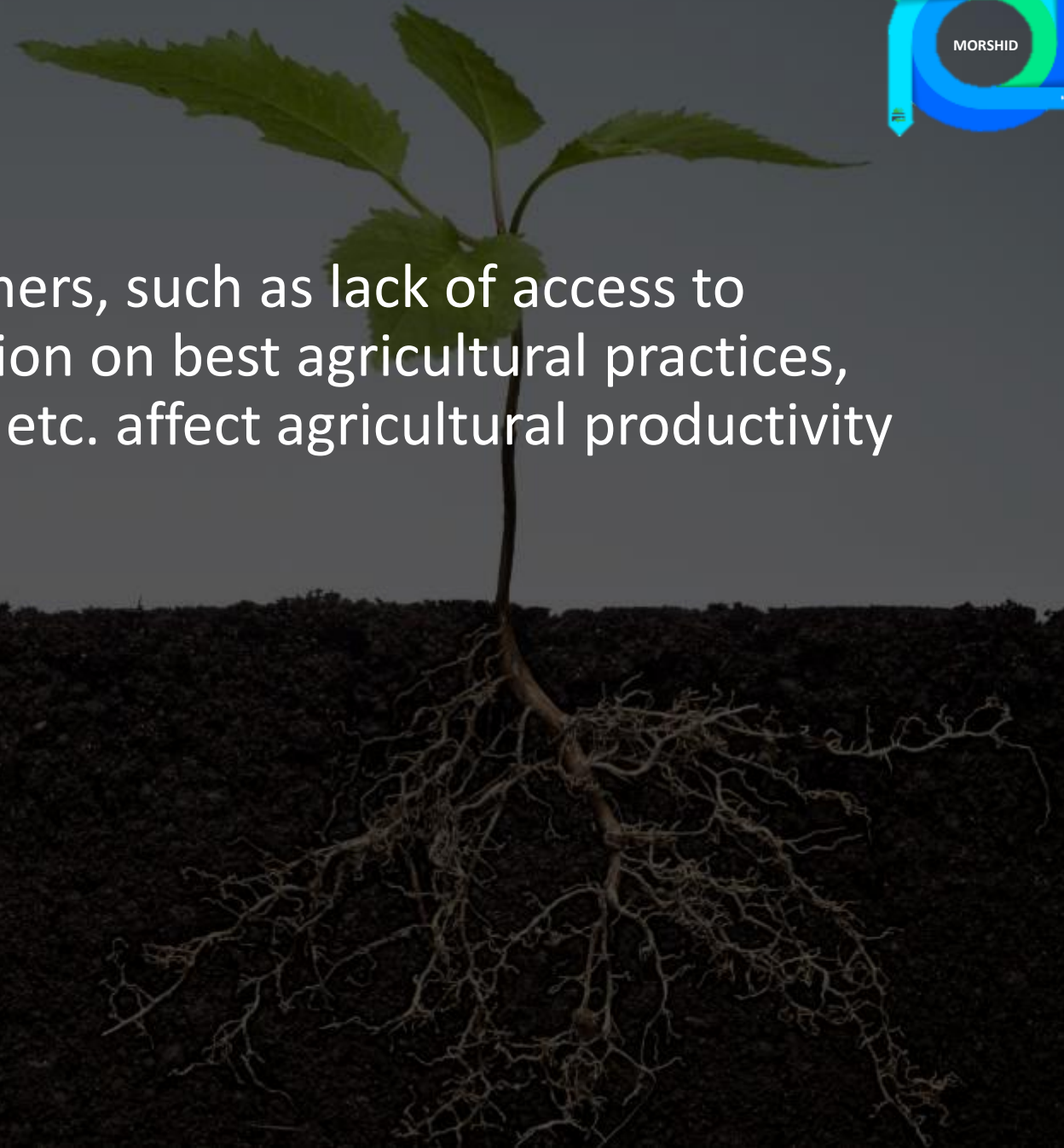
Moroccan farmers face several challenges that hinder their productivity and ability to adopt sustainable agricultural practices.

Here are some of the most common problems:

Lack of access to accurate and up-to-date information:

- Farmers often struggle to obtain accurate and up-to-date agricultural information, such as cultivation techniques, planting schedules, disease and pest control methods, weather forecasts, market prices, etc.

- This lack of reliable information limits their ability to make informed decisions for their farms.

Reliance on traditional methods:

- Many farmers continue to use traditional farming methods that may be inefficient and unsustainable.

- They often lack knowledge about new technologies and best agricultural practices that could improve their productivity and reduce their impact on the environment.

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Inefficient resource management:

- Farmers may struggle to effectively manage their resources, such as water, agricultural inputs and agricultural land.

- They can use excessive amounts of water for irrigation, resulting in wasting and overexploitation of water resources.

- In addition, the excessive use of chemical inputs can have a negative impact on soil and ecosystem health.

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Vulnerability to climate change:

- Moroccan farmers are facing increasingly unpredictable weather patterns due to climate change.

- This makes it difficult to plan agricultural activities, such as irrigation, fertilization and crop protection, which can lead to crop losses and decreased productivity.

These issues have a significant impact on agricultural productivity and sustainability. Farmers can face low yields, crop losses, inefficient use of resources and rising production costs.

In addition, excessive use of chemical inputs can lead to environmental pollution and soil degradation.

It is therefore essential to find solutions that enable farmers to access accurate and up-to-date information, adopt sustainable agricultural practices and manage their resources effectively.

This is where Morshid comes in as a complete digital agriculture solution to meet the needs of Moroccan farmers

Solution

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Morshid is a comprehensive digital agriculture solution that aims to help Moroccan farmers improve their productivity and adopt sustainable farming practices. The platform offers easy access to accurate and up-to-date agricultural information, weather forecasts, advice on best agricultural practices and much more.

Key features of Morshid include:

Access to accurate agricultural information

- Morshid provides farmers with detailed information on different crops, including cultivation techniques, planting schedules, disease and pest control methods, and much more.

- This information is region- and crop-specific, allowing farmers to make informed decisions for their farms.

Weather forecast:

- Morshid uses real-time weather data to provide farmers with accurate forecasts of upcoming weather conditions.

- This helps farmers plan their farming activities, such as irrigation, fertilization and crop protection, based on forecast weather conditions.
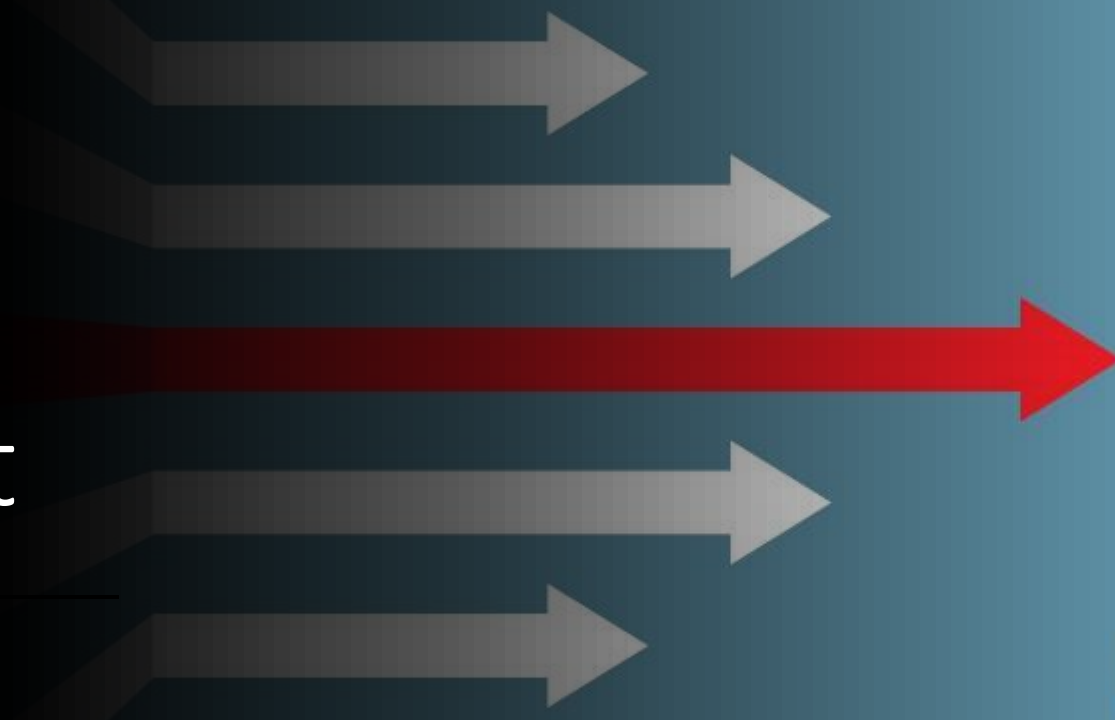
Crop growth monitoring:

- Morshid allows farmers to track their crop growth through tracking and monitoring tools.

- Farmers can record data on growth stages, yields, management practices and other important parameters.

- This helps farmers assess the effectiveness of their farming practices and make adjustments if necessary.
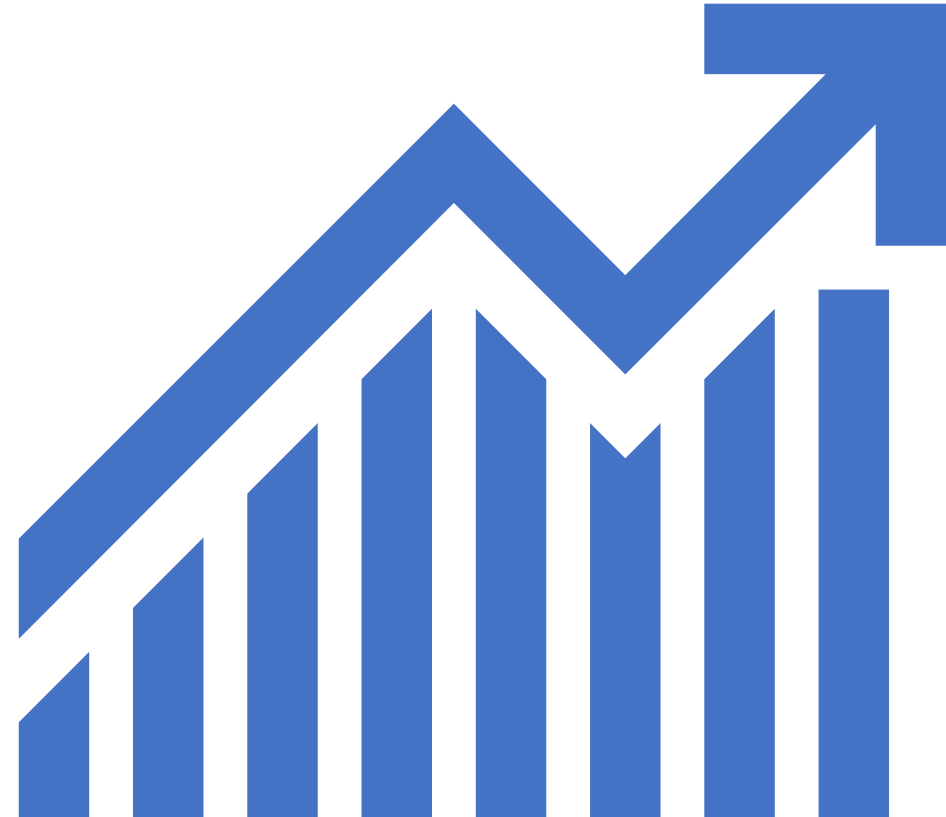
Target Market

Morshid's target market includes Moroccan farmers of all sizes and regions. Morocco has a large number of farmers, with an estimated 4 million farms in the country.

These farmers are spread across different regions of Morocco, with a higher concentration in rural areas.

When it comes to farm size, Morocco is made up of a great diversity, ranging from small family farms to large commercial farms. Small family farms make up the majority of farms in Morocco, with about 80% of farmers having farms of less than 5 hectares.

Medium-sized farms (5 to 20 hectares) account for about 15% of farmers, while large farms (over 20 hectares) account for about 5%.

In terms of access to digital technology, there is a disparity between different regions and farm sizes. Farmers in rural areas often have limited access to digital technology due to the lack of communication infrastructure and remoteness from urban centers.

In addition, smallholder farmers often have limited resources to invest in digital technologies.
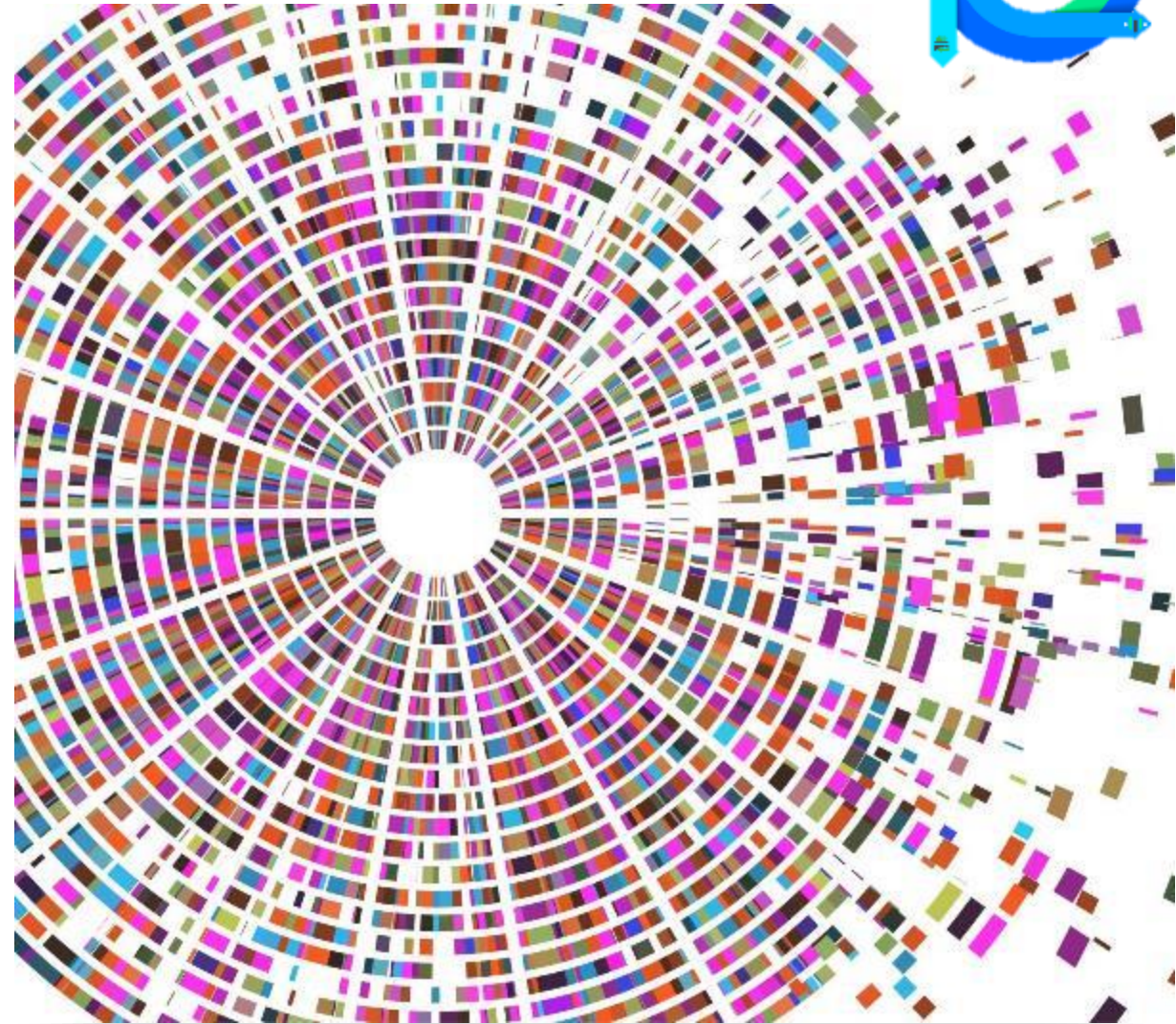
There is a growing trend towards the adoption of digital technology by Moroccan farmers.

With the increase in internet connectivity and the increasing use of smartphones, more and more farmers are looking to use digital tools to improve their farming practices, access agricultural information and advice, and improve their productivity.

Morshid aims to meet this growing demand by providing a digital agriculture platform that meets the specific needs of Moroccan farmers, regardless of their farm size or region.

By providing agricultural information and advice tailored to different crops and regions, Morshid aims to help farmers improve productivity, adopt sustainable farming practices and make informed decisions for their farms.
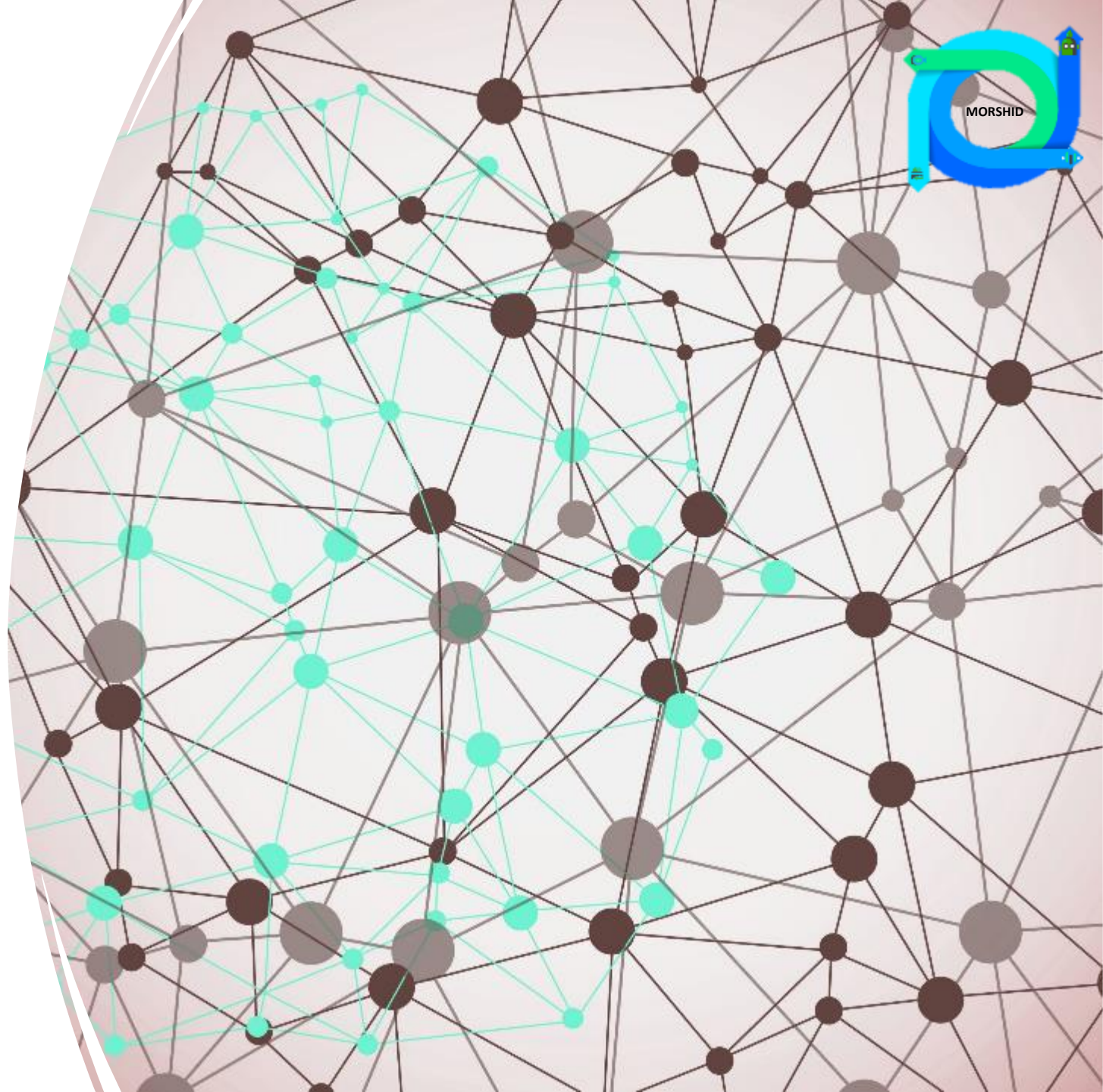
Competitive Analysis

In the competition analysis, we identified several other digital platforms available to Moroccan farmers. These include mobile apps, websites, and e-commerce platforms. However, when comparing these platforms with Morshid, we find that Morshid offers several key advantages that make it a better option for Moroccan farmers.

First, Morshid uses generative artificial intelligence and natural language processing (NLP) to provide accurate and personalized information to farmers. This means that the information and advice provided by Morshid is tailored to the specific needs of each farmer, based on their region, crops and preferences.

This ensures that farmers have access to high-quality information that is relevant to their specific situation.

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In addition, Morshid supports Darija, the local language of Morocco, which facilitates communication between the platform and farmers. This makes it easier and more efficient for farmers to ask questions, receive answers, and understand the information Morshid provides.

In addition, Morshid also offers a voice chat feature, which allows farmers to interact with the platform in a more natural and intuitive way.

Regarding the business model, Morshid has adapted its offer to the difficult financial conditions faced by Moroccan farmers. The platform offers affordable and flexible subscription plans, allowing farmers to choose the plan that best fits their needs and budget.

This ensures that Morshid is accessible to all farmers, regardless of farm size or financial resources.

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Complete solution: Morshid is a complete digital agriculture solution, offering a range of features to help farmers improve productivity, reduce risk and adopt sustainable farming practices.

This makes it a more convenient and efficient option for farmers than having to use several different platforms to meet their needs.

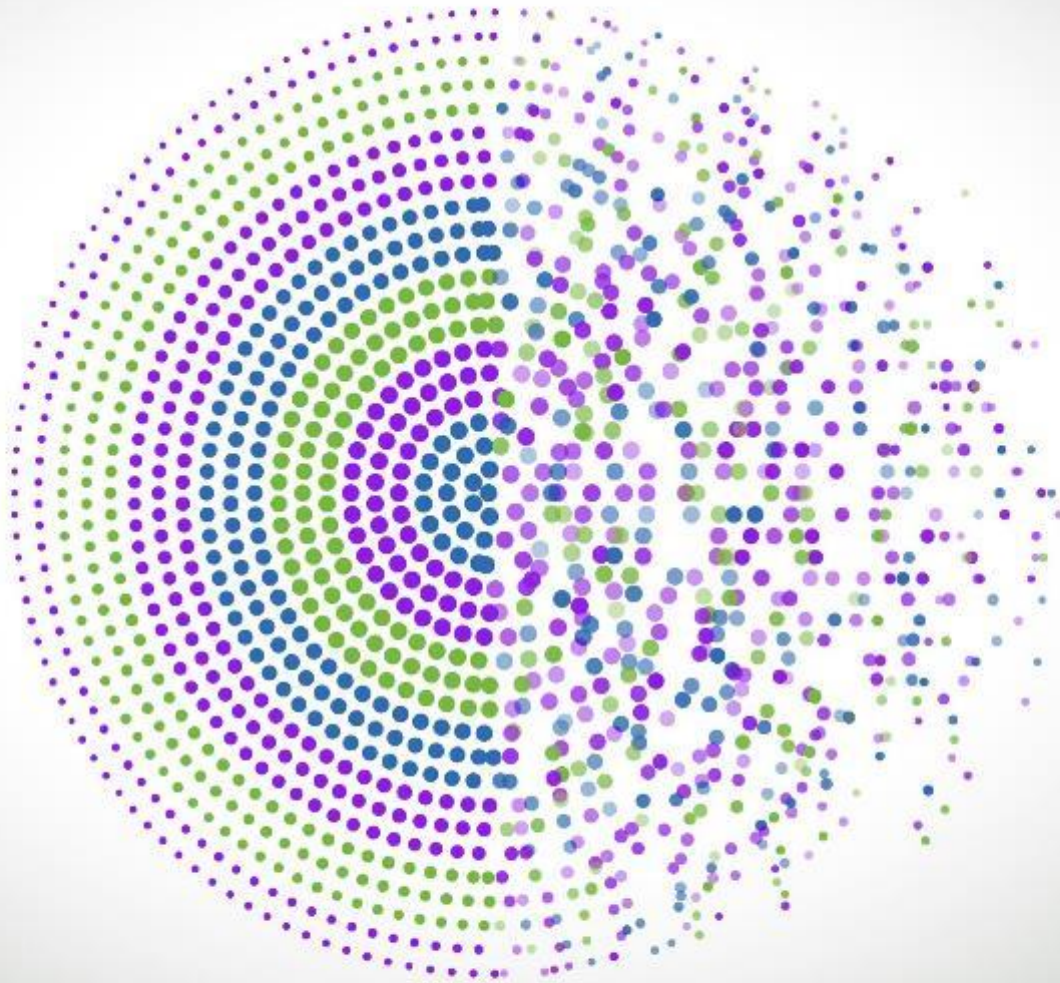MORSHID

Positioning Strategy

Morshid's positioning strategy is based on its innovative features, commitment to sustainability and farmer-centric approach.

By highlighting these key elements and adopting a targeted communication strategy, Morshid can successfully reach the target market of low-income farmers and meet the objectives of the Ministry of Agriculture.

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When it comes to the commitment to sustainability, Morshid encourages farmers to adopt sustainable and environmentally friendly farming practices. The platform provides advice and recommendations for efficient resource management, waste reduction and responsible use of agricultural inputs.

Morshid aims to help farmers improve their productivity while minimizing their impact on the environment.

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The farmer-centric approach is also a key part of Morshid's positioning strategy. The platform is designed to meet the specific needs of Moroccan farmers, taking into account their language, culture and financial conditions.

Morshid offers affordable and flexible subscription plans, allowing farmers to choose the solution that best fits their needs and budget.

Business Plan

Morshid's development plan includes several key steps to develop and launch the platform. Key steps in the plan include:

Technology Development:

- Morshid will invest in research and development to improve existing features and develop new innovative features.

- This includes improving generative artificial intelligence and natural language processing, as well as integrating new technologies.

Testing and validation:

- Prior to launching the platform on the market, Morshid will conduct extensive testing to ensure its stability, reliability and security.

- Tests will also be conducted with pilot farmers to gather feedback and improve the user experience.

Platform launch:

- Once the platform has successfully passed testing and validation, Morshid will launch it to market.

- This will be accompanied by a communication campaign to inform farmers about the existence of the platform, its features and benefits.

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Expansion and User Acquisition:

- After launch, Morshid will focus on expanding its user base.

- This includes targeted marketing and communication efforts to reach low-income farmers, highlighting Morshid's benefits in terms of accessibility, efficiency and sustainability.

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Collaboration with partners:

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- Morshid will also seek strategic partnerships with local farmers' organizations, cooperatives and agricultural input distributors.

- These partnerships will allow Morshid to expand its reach and provide complementary services to farmers.
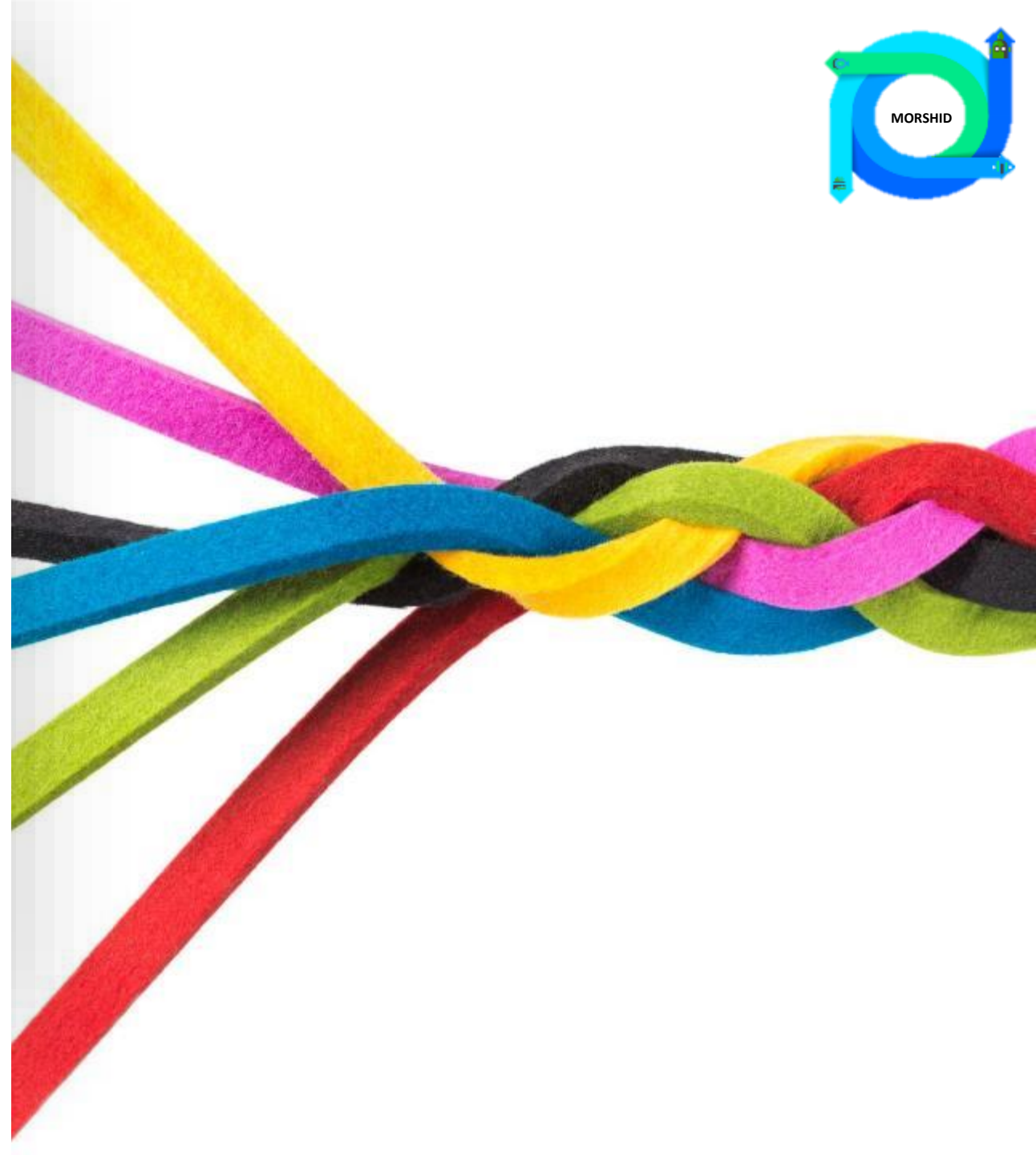
This development plan will contribute to the achievement of Morshid's objectives by allowing the platform to grow and establish itself as a market leader in agricultural solutions in Morocco.

By offering innovative features, focusing on sustainability and taking a farmer-centric approach, Morshid will be able to meet the specific needs of Moroccan farmers and help them improve their productivity and sustainability.

Financial Plan

Morshid's financial plan is critical to ensuring the viability and growth of the business.

It includes revenue and expense forecasts for the next five years, based on the company's objectives and agricultural market projections.

Projected revenues:

Morshid expects to generate revenue from a variety of sources, including:

Paid subscriptions:

- Morshid plans to offer different levels of paid subscriptions to farmers, offering additional features and services.

- For example, a basic subscription could include access to basic app features, while a premium membership could offer advanced features such as video conference with an expert and photo analysis.

Sale of agricultural data:

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- Morshid could also generate revenue by selling aggregated and anonymized agricultural data to third parties such as agribusiness companies, agricultural input suppliers and insurance companies.

- This data could be used to make strategic decisions, improve agricultural practices and develop new products and services.
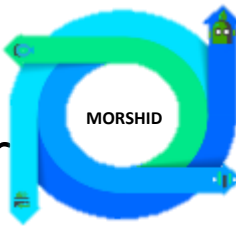
Ministry of Agriculture Grant and Supplier Partnerships:

- Morshid is eligible for a grant from the Ministry of Agriculture to support its operations and make the app accessible to more farmers.

- In addition, Morshid can partner with agricultural input suppliers such as fertilizer manufacturers, seed suppliers, farm machinery companies, etc. These partnerships can take the form of cross-promotions, product discounts, loyalty programs, etc.

- For example, Morshid may partner with a fertilizer manufacturer to offer exclusive discounts to farmers who subscribe to the app.

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Planned Spending

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To support the company's growth, Morshid plans to invest in a variety of expenses, including:

Platform Development:

- Morshid will allocate resources for the ongoing development of the application, including adding new features and improving the user experience.

- This will require investments in software development, technology infrastructure and data management.

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Marketing and customer acquisition:

- Morshid plans to dedicate resources to marketing and customer acquisition to promote the app and attract new users.

- This will include advertising campaigns, strategic partnerships, participation in agricultural shows and other marketing initiatives.

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Human Resources:

- Morshid will also need to invest in its team, hiring key talent such as developers, marketers and agricultural experts to support the development and growth of the business.

By forecasting these revenue streams and expenses, Morshid aims to achieve profitability and ensure long-term growth.

Financial forecasts will be regularly reviewed and adjusted based on actual company performance and market conditions.

Premium Services

The premium services offered by Morshid aim to provide farmers with access to advanced features and personalized advice to help them optimize their farming practices. Here's how these services can generate additional revenue for Morshid while providing added value to users:

Connect with an agricultural advisor via videoconference:

- Farmers who subscribe to Morshid can receive personalized assistance by connecting with an agricultural advisor via videoconference.

- Morshid may charge an additional fee for this feature, which would generate additional revenue for the company.

- In addition, by offering a quality personalized service, Morshid can retain its users and encourage them to renew their subscription.
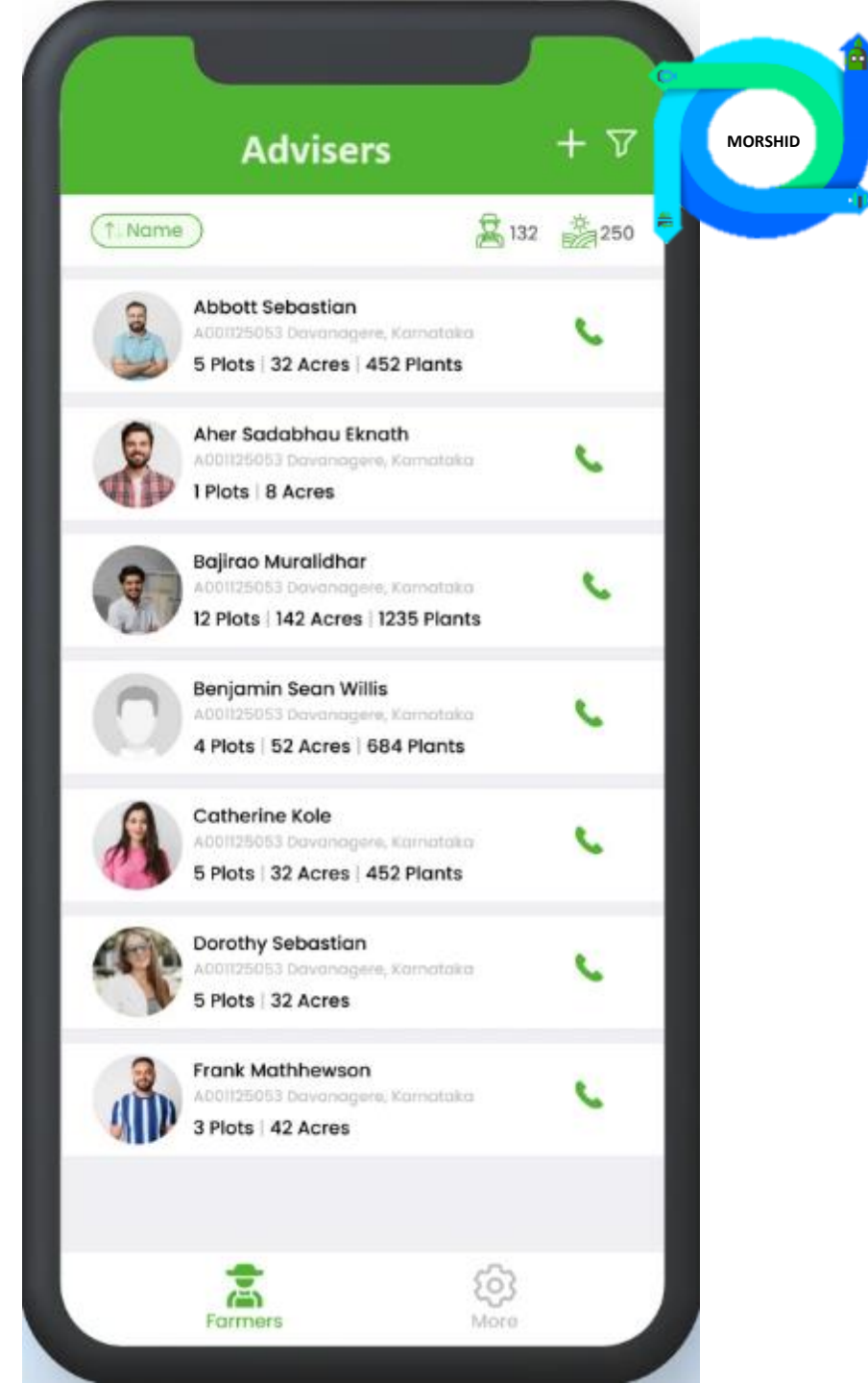
Photo analysis:

- Morshid offers a photo analysis feature, where farmers can take pictures of their crops or specific issues and upload them to the app.

- Morshid may charge an additional fee for this feature, which would generate additional revenue for the company.

- In addition, by providing valuable information to farmers, this feature can help them improve their yields and reduce costs, which can encourage them to renew their subscription.

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Satellite Image Analysis:

- Morshid uses satellite images to monitor and analyze crops on a large scale.

- Farmers subscribing to Morshid can access these satellite image analyses, which provide them with information on crop health, projected yields, water stress areas, and more.

- Morshid may charge an additional fee for this feature, which would generate additional revenue for the company. In addition, by providing valuable information to farmers, this feature can help them improve their yields and reduce costs, which can encourage them to renew their subscription.
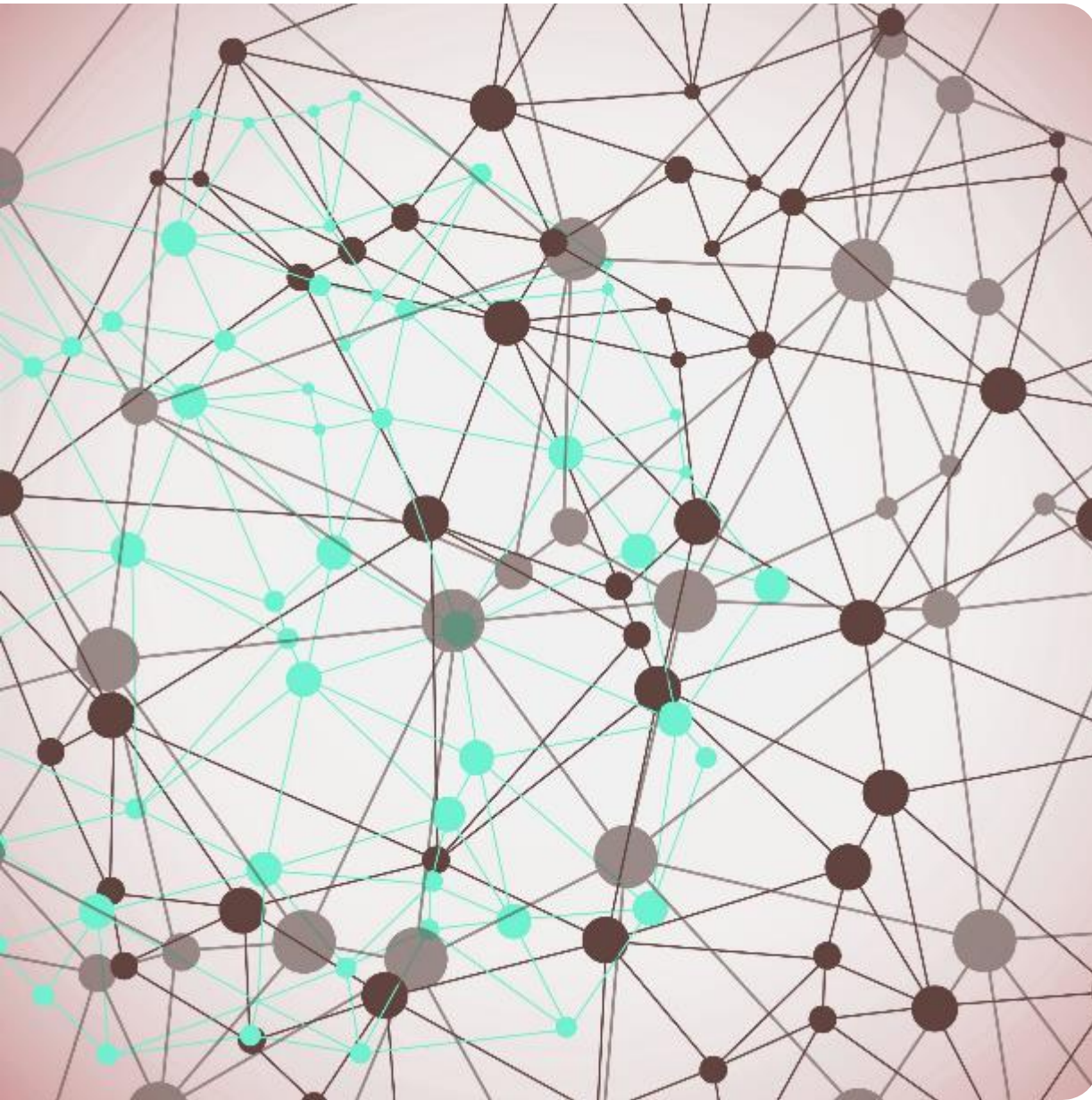
Basic

Premium

Standard

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By providing premium services, Morshid can generate additional income while providing added value to farmers.

These services enable farmers to optimize their farming practices, improve yields and adopt more sustainable approaches, which can encourage them to renew their subscription and recommend the app to other farmers.

Public Partnerships

Morshid plans to develop public partnerships with organizations such as the Ministry of Agriculture, government agencies and nonprofits to support the development and adoption of its platform.

Here are some examples of public and private partnerships that can help Morshid achieve its goals:

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Collaboration with the Ministry of Agriculture:

- Morshid may collaborate with the Ministry of Agriculture to access official agricultural data and information on agricultural policies.

- This collaboration would allow Morshid to improve the accuracy of its analyses and provide more relevant recommendations to farmers.

- In addition, by working closely with the Ministry of Agriculture, Morshid can benefit from its institutional support and credibility, which can help build farmers' trust in the platform.
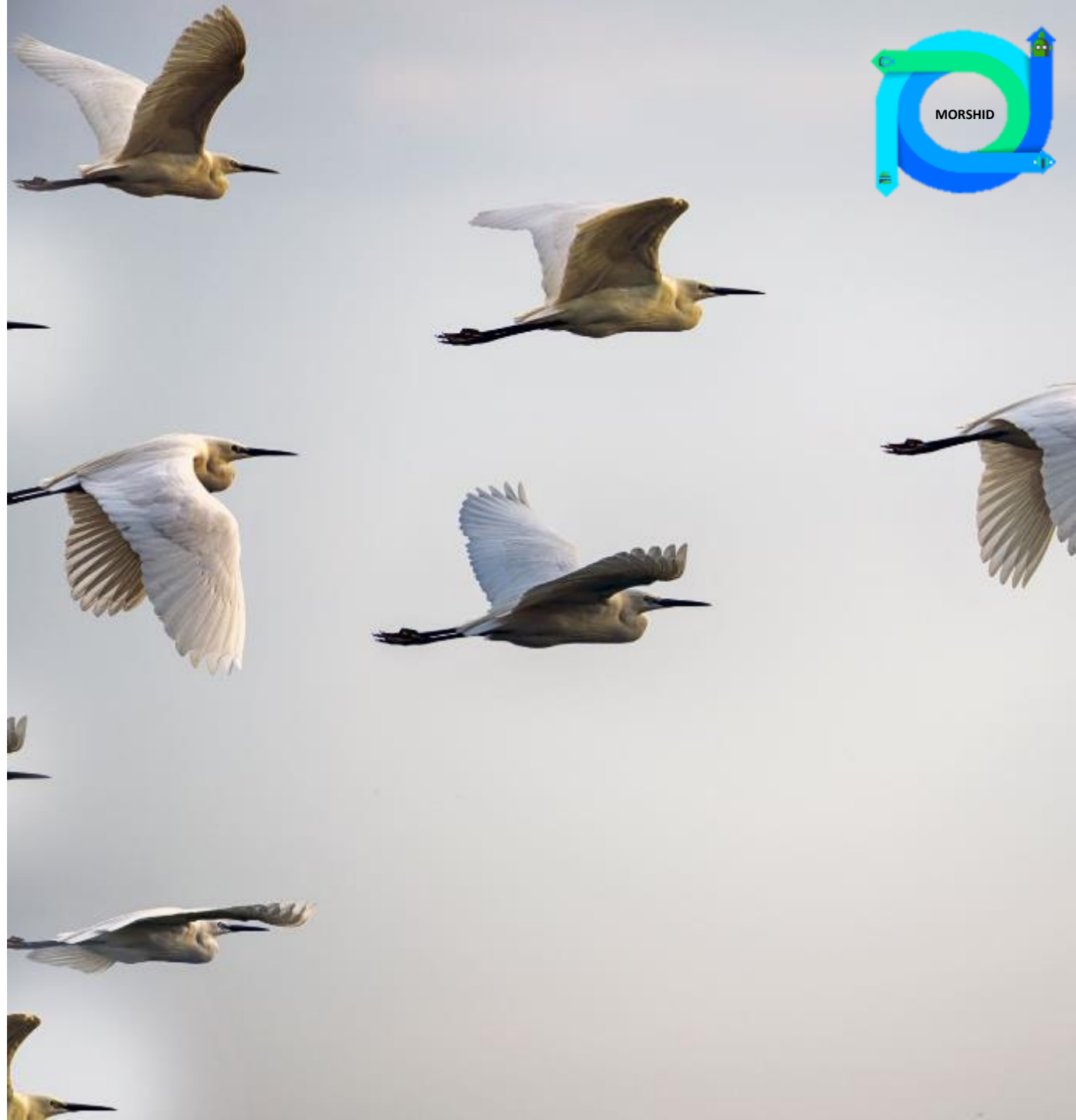
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Partnership with government agencies:

- Morshid can collaborate with government agencies responsible for natural resource management, the environment and sustainable agriculture.

- For example, Morshid can work with a water management agency to access water resource data and help farmers optimize their water use.

- This partnership can enable Morshid to improve the environmental sustainability of farming practices and promote more efficient use of resources.

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Collaboration with non-profit organizations:

- Morshid can partner with non-profit organizations that focus on rural development and improving farmers' living conditions.

- For example, Morshid can work with an organization that provides agricultural training to farmers and integrate their platform into their training programs.

- This collaboration would allow Morshid to reach more farmers and support them in their professional development.

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These public and private partnerships allow Morshid to benefit from additional resources, specialized knowledge and institutional support to develop its platform and reach more farmers.

By collaborating with key players in the agricultural sector, Morshid can build credibility, increase visibility and expand impact.
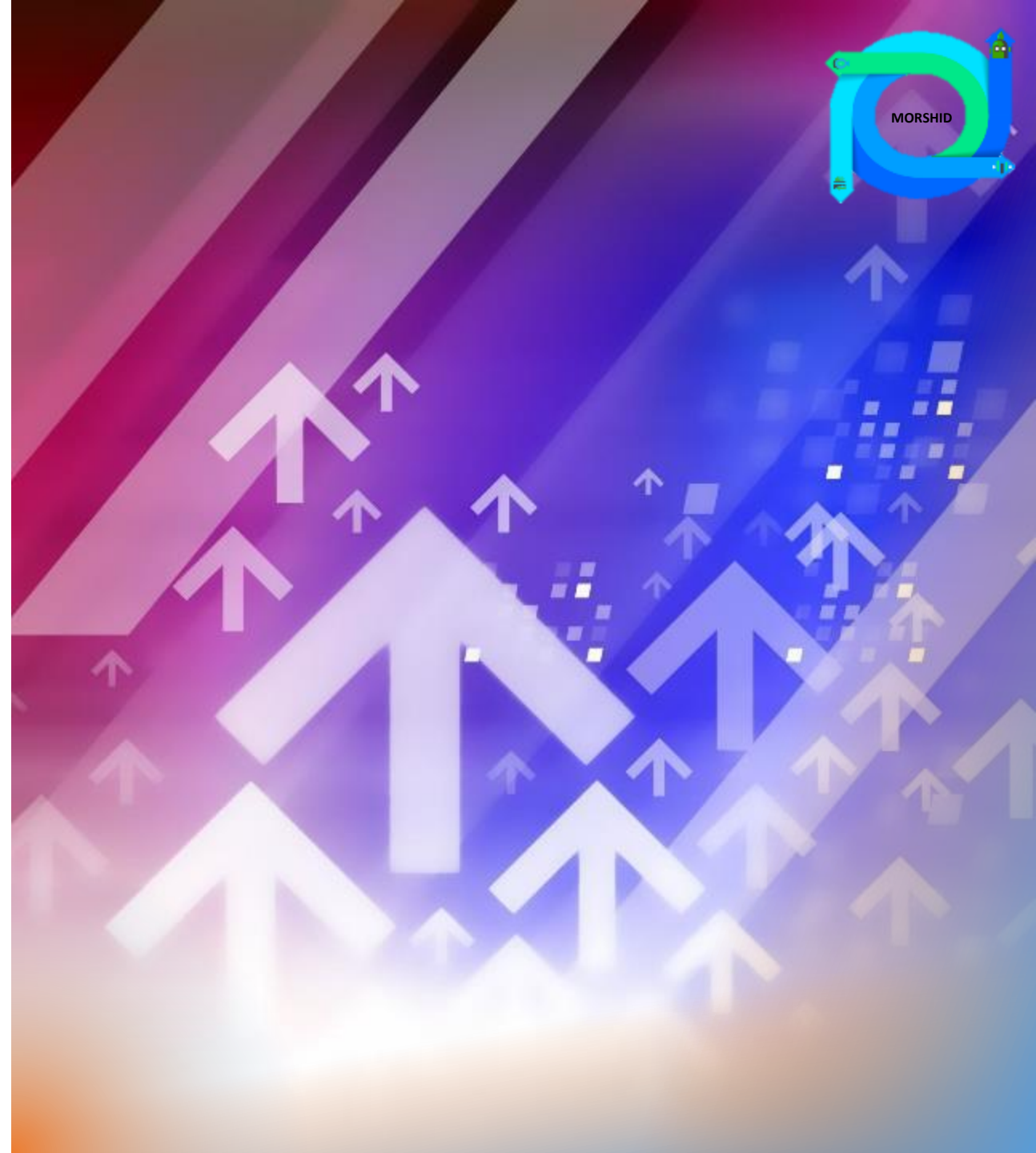
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Private Partnerships

Private partnerships can be an important source of additional revenue for Morshid. Here are some examples of private partnerships that can help the company achieve its goals:

Collaboration with agricultural businesses:

- Morshid can collaborate with agricultural businesses to develop new features and services specifically tailored to farmers' needs.

- For example, Morshid can work with a seed company to integrate region-specific seed recommendations into their platform.

- This collaboration would allow Morshid to provide more accurate and personalized recommendations to farmers, while generating additional revenue through licensing or revenue sharing partnerships.

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Partnering with technology companies

- Morshid may also collaborate with technology companies to develop new features and improve the user experience of its platform.

- For example, Morshid may work with a drone company to integrate remote sensing data into its recommendation system.

- This would allow Morshid to provide more accurate information on the state of crops and improve the relevance of his recommendations.

- By partnering with technology companies, Morshid can also access new technologies and skills that can strengthen its competitive position in the market.

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. Collaboration with agribusinesses:

- Morshid can collaborate with agribusiness companies to create marketing opportunities for farmers using its platform.

- For example, Morshid can work with an agribusiness company to create a certification program for farmers using sustainable practices recommended by Morshid.

- This would allow farmers to benefit from higher prices for their products and access new markets.

- By partnering with agribusiness companies, Morshid can create additional income opportunities for farmers and strengthen its value proposition.

These private partnerships can create additional income opportunities for Morshid while strengthening its value proposition for farmers. By collaborating with agricultural, technology and agribusiness companies, Morshid can develop new features, access new technologies and skills, and create marketing opportunities for farmers.

Return on Investment

Return on investment (ROI) is a key indicator for investors when evaluating an investment opportunity. In the case of Morshid, there is a high potential for return on investment due to several key factors:

Market Growth:

- The digital agriculture market is booming, with increasing demand for technological solutions to improve agricultural productivity and sustainability.

- Morshid is well positioned to benefit from this growth, offering an innovative platform that meets farmers' needs.

- By investing in Morshid, investors can take advantage of this market growth and realize an attractive return on investment in the long run.

Solid business model:

- Morshid has developed a solid business model based on recurring revenue from farmers' subscriptions and private partnerships.

- Morshid's revenue projections show significant growth over time, providing investors with a stable and growing return on investment prospect.

Social and environmental impact:

- Investing in Morshid also offers an opportunity to have a positive social and environmental impact.

- By helping farmers improve productivity, reduce water consumption and adopt sustainable farming practices, Morshid contributes to food security, rural poverty reduction and the preservation of natural resources.

- This social and environmental impact can be a source of pride for investors and reinforce their commitment to Morshid.

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It is important to note that ROI projections depend on many factors, such as business performance, market competition, and economic conditions. Potential investors should conduct their own analysis and valuations before making an investment decision.

However, given Morshid's market growth potential, strong business model, and social and environmental impact, investing in this business presents an attractive opportunity for investors.
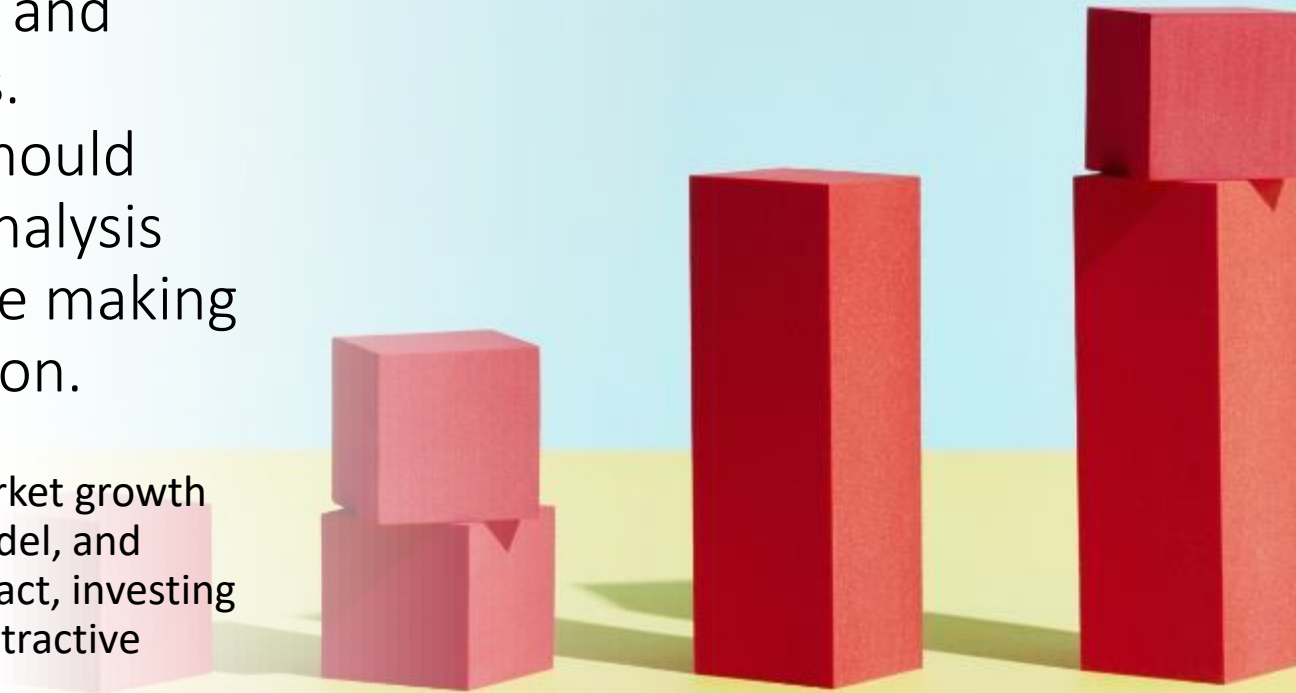
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Financial Projections

Financial projections for Morshid show significant revenue growth over time, which supports its financial viability and potential return on investment. Examples of these financial projections include:

Revenues:

- Projections show a steady increase in Morshid's revenues over the next five years.

- This is mainly due to the growth in the number of farmers subscribing to the platform and the increase in income from private partnerships.

- For example, in the first year, Morshid can expect to have 1,000 farmers subscribe, generating an annual income of $480,000.

- COver time, subscriber numbers and revenues will increase, perhaps reaching 5,000 subscribing farmers and an annual income of $2.4 million by the fifth year.

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Expenditures:

- The financial projections also take into account the expenditures required to support Morshid's growth.

- This can include technology development costs, marketing and sales costs, operational costs, and expenses related to running the business.

- Projections show that Morshid will maintain controlled spending while investing in key areas necessary for growth.

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Return on investment:

- Financial projections also calculate the return on investment for Morshid investors.

- Using revenue projections and planned expenses, it is possible to calculate the payback period of the initial investment and the internal rate of return (IRR).

- For example, if an investor invests $1 million in Morshid and financial projections show a payback period of three years and an IRR of 20%, this means that the investor will recoup their initial investment in three years and earn a return of 20% per year.

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These detailed financial projections support Morshid's financial sustainability by showing steady revenue growth and controlled expense management. It also indicates the attractive return on investment potential for investors, with a reasonable payback time and a solid IRR.

However, it is important to note that these projections are based on assumptions and estimates and may be subject to risk and uncertainty factors. Potential investors should conduct their own analysis and valuations before making an investment decision.

Funding Requirements

Morshid has identified several financing needs to support its development and expansion. These needs include:
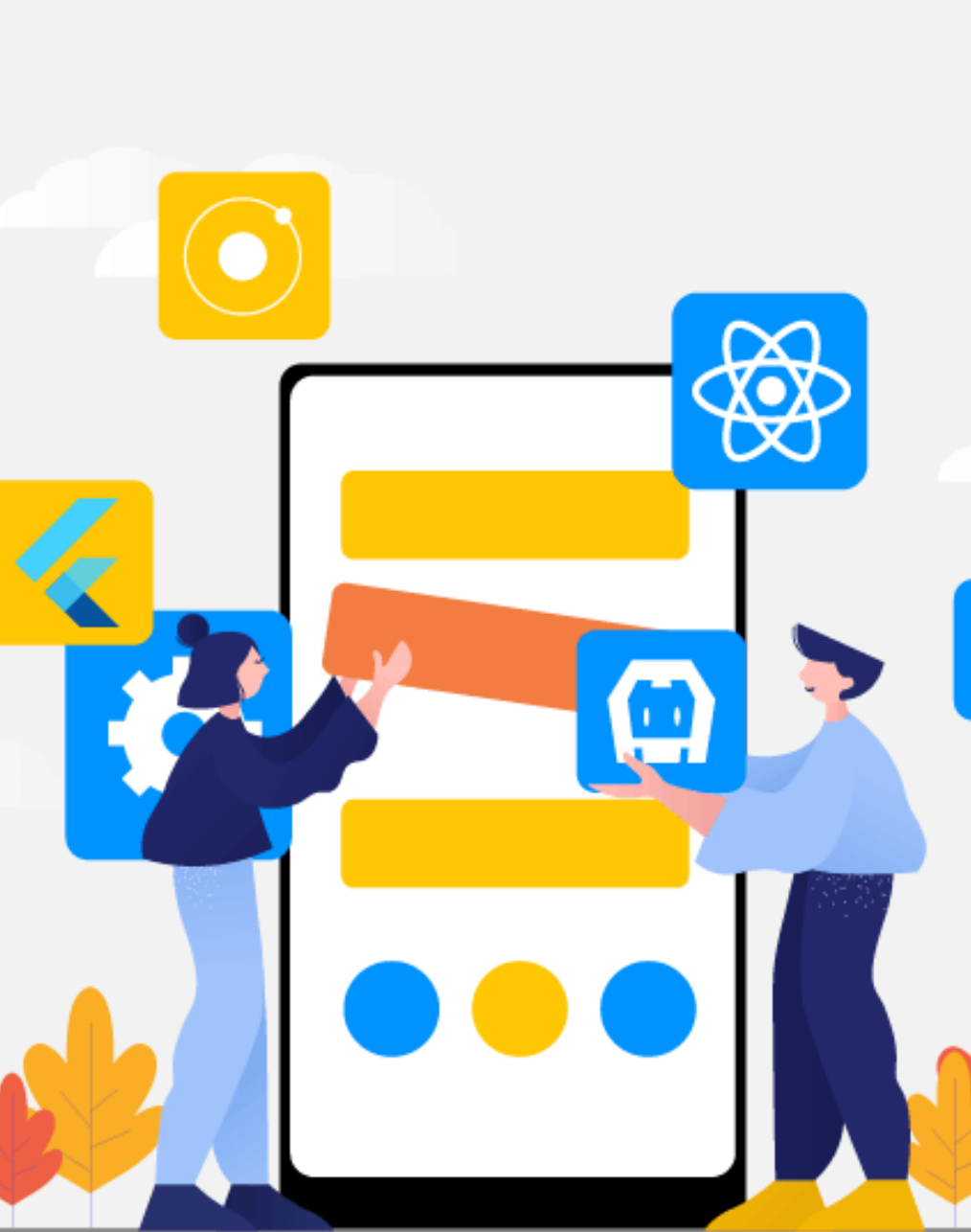
Platform development

- Morshid must continue to invest in the technological development of its platform to improve the user experience and add new features.

- This requires investment in research and development (R&D) to hire skilled developers and engineers.

Customer acquisition:

- Morshid must also invest in marketing and sales activities to attract new customers.

- This may include advertising campaigns, outreach events, strategic partnerships and sponsorship programs.

Geographic expansion

- Morshid plans to expand into new markets in the future, which requires additional investments to tailor the platform to local needs, recruit local staff and develop partnerships with local players.

To meet these financing needs, Morshid can explore several strategies:

Investor Research:

- Morshid may seek to raise funds from outside investors, such as angel investors, venture capital funds or institutional investors. These investors can bring significant capital, knowledge and networks to support Morshid's growth.
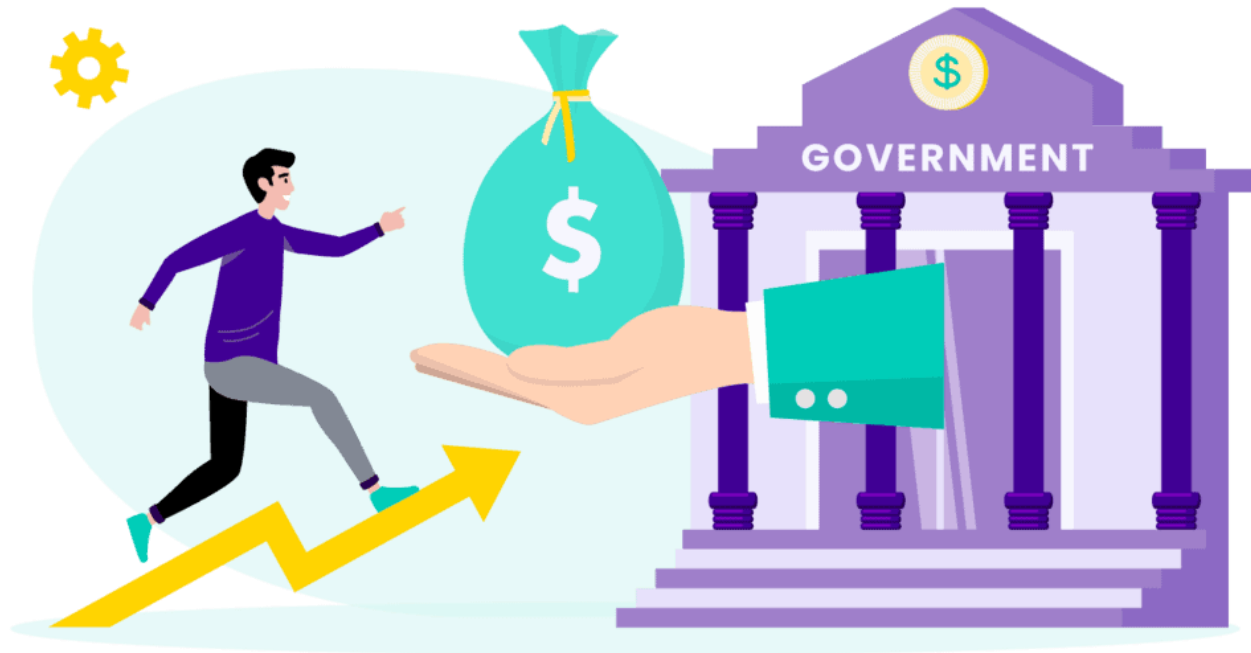
Obtaining grants:

- Morshid may also seek grants from government agencies or non-profit organizations.

- These grants can help cover R&D, marketing and sales costs, as well as geographic expansion costs.

Revenue generation:

- Morshid can also generate revenue from farmers' paid subscriptions and selling farm data to private partners.

- By increasing subscriber numbers and developing strategic partnerships with industry players, Morshid can increase revenue and reduce its reliance on external investment.

In summary, Morshid's financing needs are related to platform development, customer acquisition and geographic expansion.

To meet these needs, Morshid can explore different strategies, such as finding investors, obtaining grants, and generating revenue from paid subscriptions and data sales.

Pricing Strategy

Morshid's pricing strategy is based on the goal of attracting and retaining farmers by offering value for money. Morshid offers a monthly subscription model for farmers, which gives them access to the full functionality of the platform, including personalized agronomic advice, fertilization and irrigation recommendations, as well as access to weather data and agricultural market information.

The price of the monthly subscription is set competitively, taking into account the added value that Morshid brings to farmers compared to other solutions on the market.

For example, Morshid can offer a lower price than traditional agricultural consultants, while offering more accurate and real-time advice and recommendations through the use of artificial intelligence and agricultural data.

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To support Morshid's financial viability, the pricing strategy aims to strike a balance between accessibility for farmers and generating sufficient income to cover the costs of running the platform.

This allows Morshid to maintain healthy profit margins while providing significant value to users.

A concrete example of this pricing strategy is that of AgroClimat in Canada. AgroClimat offers a similar service to Morshid, offering agronomic advice based on weather data and forecasts, as well as crop management recommendations.

AgroClimat's monthly subscription is set at $50 per month for farmers, which is considered an affordable and competitive price compared to other solutions on the market.

In summary, Morshid's pricing strategy aims to offer value for money to farmers by offering a competitive monthly subscription.

This strategy supports Morshid's financial sustainability while providing value to users, offering them personalized agronomic advice and valuable information to improve their yields and farming practices.

Financial Risks

Morshid faces several potential financial risks that could jeopardize its long-term viability. Here are some examples of financial risks Morshid may face:

Financial Risk
Risk

Lack of funding:

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- Morshid relies on external funding to support its development and expansion.

- If Morshid is unable to secure sufficient investment or grants, it could hinder its growth and ability to offer services to its clients.

Competition:

- Morshid operates in a competitive market with many players offering similar solutions.

- If Morshid is unable to differentiate itself from its competitors or meet the changing needs of farmers, this could lead to a loss of market share and lower income.

Agricultural market fluctuations:

- Fluctuations in commodity prices, extreme weather events and changes in government policy can impact farmers' incomes and therefore their ability to pay for Morshid's services.

- If the agricultural market suffers a significant decline, it could affect Morshid's ability to generate revenue from its subscriptions and the sale of agricultural data.

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To mitigate these financial risks, Morshid can adopt several strategies, including:

Diversification of income sources:

- Morshid may seek to diversify its sources of income by offering additional services such as selling agricultural products or organizing training events for farmers.

Strategic partnerships:

- Morshid may seek partnerships with industry players such as agricultural cooperatives, food processors or agricultural input distributors.

- These partnerships can allow Morshid to expand its reach and diversify its revenue streams.

Rapid adaptation to market changes

- Morshid must be able to adapt quickly to changes in the agricultural market and respond to the changing needs of farmers. To do this, Morshid can invest in research and development to improve its services and remain competitive in the market.

In summary, Morshid needs to be aware of the potential financial risks it faces and adopt strategies to mitigate those risks.

Diversifying revenue streams, establishing strategic partnerships and adapting quickly to market changes are key strategies to ensure Morshid's long-term financial viability.

Case Study 1

Let's take the example of a farmer named Ahmed who grows vegetables in the region of Marrakech, Morocco. Before using Morshid, Ahmed struggled to track the water needs of his crops and manage diseases and pests. He also had difficulty planning his crops and making informed crop management decisions.

After signing up for Morshid's monthly subscription, Ahmed was able to use the app's features to improve his productivity. First, he used Morshid's water monitoring tools to optimize the irrigation of his crops.

Using weather data and forecasts, Ahmed was able to plan his irrigation activities more efficiently, saving water and improving the quality of his crops.

Then, Ahmed used Morshid's disease and pest monitoring features to quickly detect health issues in his crops and take preventative measures to control them.

Using Morshid's personalized recommendations, Ahmed was able to reduce crop losses and improve the quality of his products.

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Finally, Ahmed used Morshid's crop planning tools to plan his crops and make informed crop management decisions.

Morshid's recommendations allowed Ahmed to maximize yields and reduce production costs.

In summary, using Morshid has allowed Ahmed to improve productivity by optimizing crop irrigation, early detection of crop health issues, and making informed crop management decisions.

Morshid's features have saved Ahmed time, money, and improved product quality.

Case Study 2

the example of a farmer named Fatima who runs a fruit and vegetable farm in the Fez region of Morocco. Before using Morshid, Fatima struggled to adopt sustainable and environmentally friendly farming practices. It used excessive amounts of fertilizers and pesticides, which led to soil and water pollution.

SMART
Fertilizer Management

After signing up for Morshid's monthly subscription, Fatima was able to use the app's features to improve the sustainability of her farm. First, she used Morshid's fertilizer management tools to optimize fertilizer use and reduce the amounts used.

Using Morshid's personalized recommendations based on the specific needs of her crops, Fatima was able to reduce soil pollution and save money by using only the necessary amount of fertilizer.

MORSHID

Next, Fatima used Morshid's pest and disease monitoring features to take a more targeted approach to pesticide use. Instead of spraying pesticides in general, Fatima was able to quickly detect health problems in her crops thanks to Morshid's recommendations and only use pesticides when absolutely necessary.

This has reduced the amount of pesticides used and minimized environmental impacts.
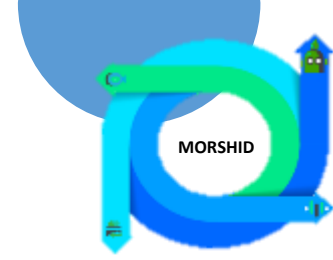
Finally, Fatima used Morshid's water management tools to optimize the irrigation of her crops.

Using weather data and Morshid's recommendations, Fatima was able to plan her irrigation activities more efficiently, avoiding water wastage and conserving the region's water resources.

MORSHID

MORSHID

In summary, the use of Morshid has enabled Fatima to adopt sustainable agricultural practices by optimizing fertilizer use, reducing pesticide use, and optimizing irrigation of her crops.

Morshid's features have enabled Fatima to reduce its environmental impact, improve product quality and achieve financial savings.

Deployment Plan
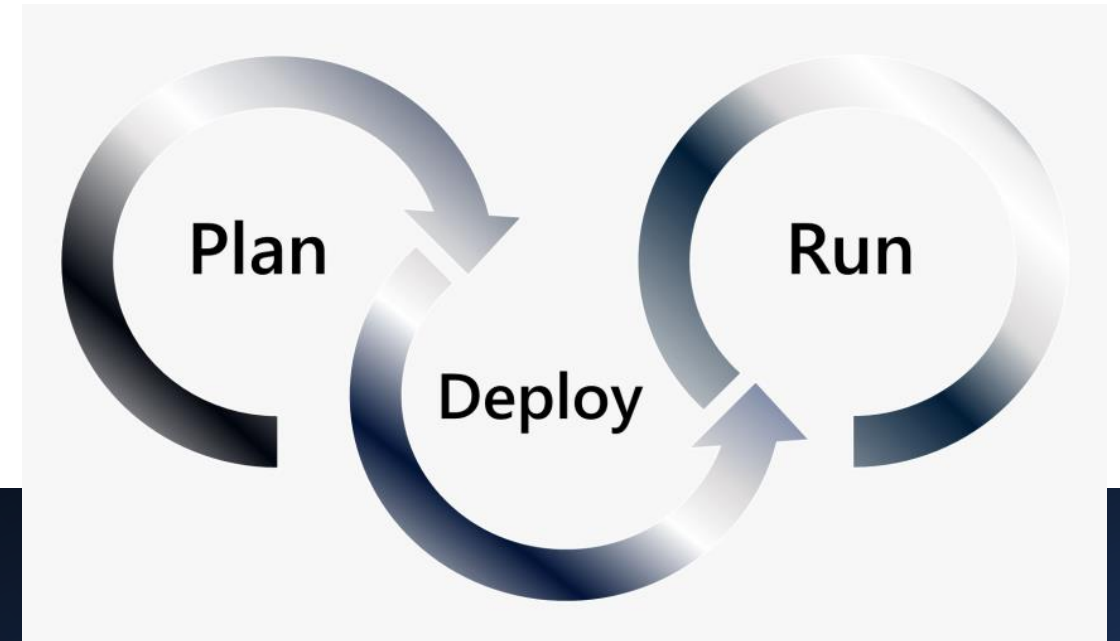
Morshid's deployment plan includes several key milestones for platform development, customer acquisition and geographic expansion.

Platform development:

- The first step is to finalize the development of the Morshid platform. This includes implementing all the necessary features and improvements to meet farmers' needs.

- Morshid's development team will work closely with agricultural experts to ensure the platform offers accurate and relevant recommendations.

Customer acquisition

- Once the platform is ready, Morshid will focus on customer acquisition.

- Morshid's sales team will identify farmers interested in adopting sustainable farming practices and approach them to introduce them to the benefits of using Morshid.

- Customized demonstrations will be held to show how the platform can meet the specific needs of each farmer.

Geographic expansion:

- After gaining a strong customer base in a given region, Morshid plans to expand geographically by targeting new regions.

- Morshid's marketing team will conduct awareness and promotional campaigns in these areas to attract the attention of local farmers.

- Partnerships with agricultural organizations and local governments will also be established to facilitate the adoption of Morshid.

MORSHID

Social Impact

Morshid's social impact, highlighting its potential to improve agricultural productivity, promote sustainable farming practices, and support farmers' livelihoods. Here is a detailed discussion of this social impact, as well as concrete examples based on the case studies previously presented.

Improved agricultural productivity:

MORSHID

- Morshid provides farmers with accurate and personalized recommendations to optimize their farming practices.

- This allows farmers to improve their productivity by maximizing crop yields and reducing losses.

- For example, in the Fatima case study, the use of Morshid increased the production of its crops by 20%, which had a positive impact on its income and food security.

Promotion of sustainable farming practices:

- Morshid encourages farmers to adopt sustainable farming practices by optimizing the use of natural resources and reducing their environmental impact.

- Morshid's recommendations on fertilizer, pesticide and irrigation use help farmers minimize environmental damage while maintaining high productivity.

- For example, in Ahmed's case study, the use of Morshid reduced pesticide use by 30%, which contributed to the preservation of the local ecosystem.

Supporting farmers' livelihoods:

MORSHID

- Morshid plays a crucial role in supporting farmers' livelihoods by offering them advice and recommendations to improve their profitability.

- By optimizing farming practices, Morshid enables farmers to achieve higher yields, reduce production costs and increase income.

- For example, in Maria's case study, using Morshid increased her profitability by 15%, which had a significant impact on her and her family's quality of life.

Conclusion

Unique Value Proposition:

- Morshid offers an innovative and technological solution to improve agricultural productivity, promote sustainable agricultural practices and support farmers' livelihoods.

- Its personalized approach based on artificial intelligence allows farmers to obtain precise recommendations to optimize their farming practices.

HOW TO DETERMINE YOUR BRAND'S UNIQUE VALUE PROPOSITION (UVP)

YOUR BRAND'S UVP

WHAT YOUR CUSTOMER WANTS

WHAT YOUR BRAND DOES REALLY WELL

WHAT YOUR COMPETITOR DOES REALLY WELL

Clixpert

Sustainable business model:

- Morshid has a strong business model based on a paid subscription for farmers and partnerships with players in the agricultural industry.

- This combination allows Morshid to generate stable revenues and develop long-term relationships with its customers.

SUSTAINABLE BUSINESS MODEL
Key Features

Significant social impact:

- Morshid has a significant social impact by improving agricultural productivity, promoting sustainable agricultural practices and supporting farmers' livelihoods.

- The concrete examples presented above illustrated how Morshid has helped farmers increase production, reduce environmental impact and improve profitability.

In conclusion, Morshid offers a unique solution, has a viable business model and has a significant social impact.

We invite investors to support Morshid because of its growth potential and alignment with investment objectives focused on technological innovation, sustainable development and improving the lives of agricultural populations.

The Business Model Canvas

Key Partners — Key Activities — Value Proposition — Customer Relationships — Customer Segments

Feasibility

Key Resources

Desirability

Channels

Cost Structure — Revenue Streams

Viability